



WDAF-TV

**REVISION ORDER**

Print Date 08/15/12 Page 1 of 3

Flight Dates 08/14/12-08/22/12

Contract / Revision 568066 /

Original Date / Revision  
08/15/12 08/15/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015Product  
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2608

Alt Order # 09791017

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ba

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 26% Market Value 50480

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12620
KCWE	%	0
KMBC	30%	15144
KMCI	%	0
KPXE	%	0
KSHB	19%	9591
KSMO	%	0

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	26	\$11,156.25	\$13,125.00	0.00	07/30/12	08/22/12	26	\$11,156.25	\$13,125.00
Totals	26	\$11,156.25	\$13,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	08/14/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--WTF--	3			\$450.00		0.00					
2	4	08/14/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--WTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-TWTF--	4			\$450.00		0.00					
3	4	08/18/12	08/18/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-	1			\$375.00		0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	08/19/12	08/19/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$150.00		0.00			
5	4	08/19/12	08/19/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$150.00		0.00			
6	4	08/14/12	08/17/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$450.00		0.00			
7	4	08/14/12	08/17/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--WTF--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					4	\$600.00		0.00			
E 8	4	08/18/12	08/18/12	Sa 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-----S-	:30	1	\$225.00	2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	08/13/12-08/19/12		Sa 5-6p		5-530p	(5:00 PM-5:30 P-----Sa--	:30		(\$225.00)		0.00	NM		
Credited															
E 9	4	08/18/12	08/18/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$225.00	2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	08/13/12-08/19/12		Sa 5-6p		530-6p	(5:30 PM-6:00 P-----Sa--	:30		(\$225.00)		0.00	NM		
Credited															
10	4	08/14/12	08/17/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					2	\$450.00		0.00			
E 11	4	08/14/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	4	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					4	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	08/13/12-08/19/12		M-F 9-10p		9-930p	(9:00 PM-9:30 P--wThF----	:30		(\$750.00)		0.00	NM		
Credited															
3	4	08/13/12-08/19/12		M-F 9-10p		9-930p	(9:00 PM-9:30 P--wThF----	:30		(\$750.00)		0.00	NM		
Credited															
4	4	08/13/12-08/19/12		M-F 9-10p		9-930p	(9:00 PM-9:30 P--wThF----	:30		(\$750.00)		0.00	NM		
Credited															



WDAF-TV

Print Date: 08/15/12

Page 3 of 3

Contract / Revision 568066 Flight Dates 08/14/12-08/22/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2608

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 11	4	08/14/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	4	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
12	4	08/18/12	08/18/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-			1			\$450.00		0.00			
13	4	08/19/12	08/19/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1			\$750.00		0.00			
N 14	4	08/20/12	08/22/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTW----	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			3			\$750.00		0.00			
N 15	4	08/20/12	08/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTW----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			1			\$450.00		0.00			
													Totals	26	\$13,125.00